



Asha Kwekwe, a student of Generation Kenya's Sewing Machine Operator program, learns how to sew using a single needle lockstitch machine. She represents 57 percent of women Generation Kenya graduates – a national average of 29 percent in the formal sector.

KENYA

GENERATION KENYA

How do you impact a new generation of young people and turn Kenya's youth bulge into a demographic dividend for decades to come? By motivating youth with opportunities to acquire skills for meaningful employment through training developed with employers looking to build their workforce.

Generation Kenya is a win-win approach that closes the recruitment gap between unemployed youth and employers through an intensive boot camp-style training resulting in rapid job placements. Generation Kenya strives to employ a replicable and demand-driven model in cooperation with the Government of Kenya, development partners, the private sector, and public and private training institutions.

OUR WORK

Generation Kenya addresses the need for youth employment through an innovative, replicable and rapidly scalable employment model for high school graduates, ages 18-35. To address the shortage of skilled labor, Generation Kenya targets high growth employment sectors, including consumer packaged products, financial services, sales, manufacturing, retail, and hospitality.

In addition to learning specific technical skills, Generation Kenya participants are trained to hone behavioral skills, develop positive business mindsets and utilize professional etiquette to compete and succeed in the current workplace. Young people in the Generation Kenya program also receive social support services and mentorship, including a community support network that follows graduates into the workplace.

ACHIEVEMENTS

Since 2015:

- 85 percent of 11,981 Generation Kenya graduates were hired immediately upon completion of the program.
- Generation Kenya launched five training programs in financial services, distributed sales, customer service agents, retail and restaurant services and sewing machine operators.
- 57 percent of Generation Kenya graduates were women (national average – 29 percent in the formal sector).
- 82 percent of supervisors indicate that they would hire Generation Kenya graduates again.
- Generation Kenya has partnered with 300 employers and 30 Technical and Vocational Education and Training Partners.
- Generation Kenya signed a partnership with the Swedish International Development Cooperation Agency, expanding the training model by \$4.5 million for five years to reach over 32,000 youth.
- The Safaricom Foundation contributed \$390,000 to expand the Generation Kenya model.
- Generation Kenya signed a partnership with the Nairobi County Government to utilize Nairobi-based vocational training centers.

BUDGET: \$4 million

DURATION

2014– 2019

ACTIVITY LOCATIONS

Ahero, Bomet, Bungoma, Busia, Eldoret, Kakamega, Kericho, Kiambu, Kilifi, Kisumu, Kitale, Machakos, Malindi, Meru, Migori, Mombasa, Nairobi, Nakuru, Nyeri, Thika, and Voi.

KEY PARTNERS

Generation Kenya
McKinsey & Company
Safaricom Foundation
Swedish International Development Cooperation Agency (SIDA)

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